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From: **Clifton G. Green, WHIRLPOOL PATENTS CO.**  
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**The attached documents are related to Application 09/767,431, Filed January 22, 2001, Our Docket No.: US20000181.**

**-- Response to Requirement for Information Under 37 CFR 1.105.**

US20000181

## UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones  
Invention: Brand Equity System and method of Increasing the Same  
Serial No. 09/767,431  
Date Filed: January 22, 2001  
Group Art Unit 3629  
Examiner: Naresh Vig

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**RESPONSE TO REQUIREMENT FOR INFORMATION UNDER 37 CFR 1.105**

In the Office Action mailed August 16, 2005, the Examiner requested the Applicant to provide any known publications, papers, brochures, manual and press releases that describe providing product made by process of establishing a product personality for a product correlated with visual characteristics and designing product based on the correlation and desired brand personalities. Applicant has thoroughly searched for such material and has not located any relevant documents. To the extent such documents exist, if any, they are unknown to Applicant.

Applicant believes that the invention covered in the above-referenced application is a novel concept that was developed by Applicant as a result of his expertise in the product design

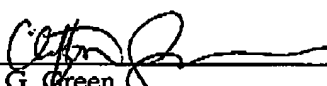
US20000181

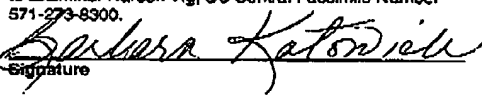
area and not as a result of improving upon previously developed concepts.

Respectfully submitted,

Dated: October 7, 2005

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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8(a))	
I hereby certify that this correspondence is, on the date shown below, being:	
<input type="checkbox"/> deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to the Commissioner for Patents, Alexandria, VA, 22313-1450.	<input checked="" type="checkbox"/> transmitted by facsimile to the Patent and Trademark Office, to Examiner Naresh Vig, c/o Central Facsimile Number 571-273-8300.
Date: <u>October 7, 2005</u>	 Signature <u>Barbara L. Katowich</u> (type or print name of person certifying)

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